

THE ADMAP PRIZE 2012

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Planning 3.0: The Planning Landscape in 2020

The following essays have been shortlisted for the Admap Prize 2012. The Gold, Silver and Bronze-awarded essays will be published in *Admap* in June.

Faris Yakob, MDC Partners, Choose the future

Joseph Morgan, glue Isobar, Planning 2.537: The transition phase

Tom Woodnutt, Planning 3.0: The feeling is mutual

Brian Millar, Sense Worldwide, Planning 3.0: If you're still doing it in an agency, you're doing it wrong

Neasa Cunniffe, RKCR/Y&R, Wise planning

Harper Reitkopf, Ogilvy & Mather, Venusian strategies: The future of planning

Sarah Booth, VCCP, Planning 3.0: The realisation of Planning 2.0

Philippa Dunjay, Albion, Culture will eat itself: The importance of microcultures

Dayna Dion, Ogilvy & Mather, Learning to live in cultures, not categories

Joanna Foyle, Initiative, Planning for the East: Are you culturally equipped for the Chinese market?

John Shaw, Rapier, The planning landscape in 2020: A punter's view

Gen Kobayashi, DDB, Plus ça change

Nick Hirst, Dare, Why experience architecture is the future of planning

**Dan O'Donoghue, Publicis Worldwide;
Adrian Ruiz-Mediavilla, Duke-Razorfish;
Declan O'Reilly, Ask Chili Research**
Planning in the future: Make it Barça

Craig Le Grice, Grey, A future focused strategy for planning